



Savoury Snacks in China

June 2025

Table of Contents

Savoury Snacks in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Low but steady growth for savoury snacks in 2025
PepsiCo leads, while Weilong brand rises to second rank in brands
Supermarkets as preferred channel for savoury snacks

PROSPECTS AND OPPORTUNITIES

Flavour innovation to drive growth in forecast period
Rising health consciousness spurs demand for functional variants
National health guidelines will inform development in savoury snacks
Summary 1 - Other Savoury Snacks by Product Type: 2025

CATEGORY DATA

Table 1 - Sales of Savoury Snacks by Category: Volume 2020-2025
Table 2 - Sales of Savoury Snacks by Category: Value 2020-2025
Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025
Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Savoury Snacks: % Value 2021-2025
Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025
Table 7 - Distribution of Savoury Snacks by Format: % Value 2020-2025
Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030
Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030
Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Snacks in China - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2020-2025
Table 13 - Sales of Snacks by Category: Value 2020-2025
Table 14 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 15 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Snacks: % Value 2021-2025
Table 17 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Snacks by Format: % Value 2020-2025
Table 20 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 21 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-china/report.